

▶ BrightArrow® Digital Voice Dialer

Easy, fast, cost-effective and reliable patient notification system

OVERVIEW

Digital Voice Dialer is BrightArrow's mass notification solution for calling patients and clients of healthcare organizations to remind them of appointments, events and other timely information. The system delivers any chosen combination of voice calls, texts, and e-mail message. It includes the **BrightArrow Target** hosted web interface, delivering reliable and instant voice notification at a much lower price and with more reliable results than other services.

Digital Voice Dialer can load phone numbers and e-mail addresses from your existing data sources, such as your practice management system. It can be scheduled to automatically call daily for purposes such as appointment reminders, lab results availability, prescription notices, or even reminders to make appointments or order medications.

The system automatically dials a predefined list of phone numbers and speaks an audio message to the recipient or their voice mail. Based on your settings, and possibly the client's options, it also delivers SMS texts and e-mail messages.

The message can include any combination of chosen information, such as the patient's name, the time of the appointment, the doctor, the location, and even special instructions that may vary from call to call.

If a live person answers, it speaks immediately. If an answering machine or voice mail answers, it reliably leaves the full message after the beep. If there is no answer, the system will call back a few times after a user-programmable wait period.

The BrightArrow improves attendance at scheduled appointments, and can run automatically and hands-free.

With over ten years of extensive product development and state-of-the-art voice technology, BrightArrow delivers one of the most flexible and powerful healthcare notification systems available anywhere.

BENEFITS

Automated appointment reminders, reading Sequest TIER data directly

Prescription pickups and reminders

Prompts to schedule new appointments

Alerts that lab results are available

Calls to find substitute healthcare staff

Urgent notifications to on-call staff

HIGHLIGHTED FEATURES

Appointment reminders can be entirely automated using its rich and varied database access features.

Secure hosted Web and Dial-in Interfaces.

Fast, easy and accessible for authorized users; no training necessary (but available).

Dial reports are automatically delivered, and archives of reports are available online.

HIPAA compliant.

Supports multiple languages, including automatic translation.

Fast and accurate detection of human voice vs. an answering machine, thus reliably delivering full messages.

Configurable number of phone numbers and e-mail addresses for each client.



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▶ Case Study. Seven Hills Behavioral Health.

Case Study: BrightArrow at Seven Hills Behavioral Health.



Seven Hills Behavioral Health (SHBH), with many locations throughout Southeastern Massachusetts, provides a wide range of behavioral health services, such as substance abuse counseling and intervention, community mental health treatment, medication management, and a variety of other related services. In 2010, SHBH started using the BrightArrow Digital Voice Dialer for automated appointment reminders. In October, 2011, we talked with Jo-Anne Newton, Assistant Vice President of SHBH, to discuss the effect of utilizing BrightArrow's appointment reminders on their operation. Here is what she said:

"Our experiences with the BrightArrow system have all been positive. Our clinicians tell me that it improves our show rate, and our clients appreciate the reminder. It works, and it works well. I can say that, from an operations point of view, it is a great enhancement to our service.

"When we were looking to add an appointment reminder system, our objective was to decrease the no show rate. The doctors are very expensive, and although we had secretaries calling for the doctors' appointments, they were handling many things, so they didn't always get to everybody. It was costly when some of clients did not show up. Now, using BrightArrow, I know that our clients are always reminded to come in when our psychiatrists have appointments. It has definitely increased the people coming through the door.

(Jo-Anne Newton—continued)

"One of our doctors has specifically pointed out to me that it has made a big difference in reducing missed appointments. He believes that the only thing we changed to achieve this improvement is the calling system. He has also said that for the population that he serves, those who are having mental health issues, a consistent reminder call is particularly beneficial.

"For me, I'm on the go, so I like receiving a reminder that, for example, tomorrow at 3 o'clock I am supposed to be someplace. I am pretty well organized, and yet I appreciate getting the call. So I can imagine that for a person who struggles with daily activities, to get a reminder of where and when they are supposed to be is very useful. I think it's a nice thing to do for people.

"The system is very reliable, and implementing the system was a seamless event. BrightArrow customer service is great. Our primary contact person, Tracy, has been outstanding and very responsive to any questions we have.

"No work on my part is involved – the system is entirely automated. It pulls the information from our Sequest appointment database and afterwards I receive the dial report by email. I look at the emails to see that everyone was called, and whether somebody has a phone number that needs to be fixed. I monitor it, but that's all – it's very easy.

"I recommend the BrightArrow system because, for me, it was really important to increase the number of people coming into the door. The technology that BrightArrow brings exceeds my needs; it is exceptional."

JO-ANNE NEWTON, ASSOCIATE VICE PRESIDENT



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